

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SportsFragrance, Inc.		09/06/2006	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	BeautyBank Inc.		
Street Address:	767 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10153		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0400684	BELOVED	
CORRESPONDENCE DATA			
Fax Number:	(212)572-6743		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-527-7881		
Email:	uspto@estee.com		
Correspondent Name:	Lesley A. Moradian		
Address Line 1:	767 Fifth Avenue		
Address Line 2:	The Estee Lauder Companies Inc.		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:		AMERICAN BEAUTY	
NAME OF SUBMITTER:		Lesley A. Moradian	
Signature:		/LAM/	
Date:		09/13/2006	

CH \$40.00 0400684

Total Attachments: 1
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ASSIGNMENT

WHEREAS, SportsFragrance, Inc., a New York corporation with an address at 8742 Via de Commercio, Scottsdale, Arizona, 85258 and Richard Abrams (collectively "Assignor"), is the owner of U.S. Trademark Application Reg. No. 0400684 for BELOVED for "Perfume" (the "Registration"); and

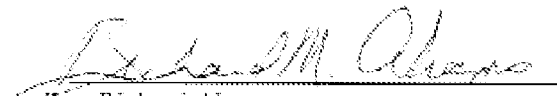
WHEREAS, BeautyBank Inc., a Delaware corporation with an address at 767 Fifth Avenue, New York, New York 10153 ("Assignee"), wishes to acquire all right, title and interest in and to the Registration including the goodwill symbolized by the mark identified therein;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, throughout the world, in and to the BELOVED Mark and the Registration, together with the goodwill of the business symbolized by the BELOVED mark, all causes of action for previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements, and all of Assignor's other rights and interests in the BELOVED mark and the Registration.

Dated: Scottsdale, Arizona
August _____, 2006

Sept 6, 2006

SPORTSFRAGRANCE, INC.
RICHARD ABRAMS


By: Richard Abrams